

## Positive Alternatives 2014 - 15 Quarterly Update

**Grantee: Birthright of Alexandria**

**Goal: Provide education and furniture to women in need so their children can experience a safe sleep environment; Provide safety information and car seats to women in need; increase community awareness; provide a comprehensive education program to pregnant and parenting women; provide necessary services to women in need**

**For the period: July 1- September 30, 2015**

<b>Activity or Service</b>	<b>Activity or Service Description</b> Major Work Plan Activities	<b>Work Plan Count</b>	<b>Program Progress and Accomplishments</b> Report the progress and accomplishments made this period on each activity.	<b>Report Count</b>
<b>Administrative Activities</b>	<b>Executive Director:</b> oversees implementation of and provides guidance to grant staff, orients volunteers to programs, distributes crib and car seat program protocols & updates to agencies		Program updates and protocols are made part of monthly volunteer meetings. Contact is maintained with hospital and public health staff so everyone is kept up-to-date. Met with group considering a possible branch office in Long Prairie. Beginning to develop plans for new RFP.	
<b>Administrative Activities</b>	<b>Program coordinator:</b> assesses needs, assures proper certifications are in place, establishes written protocols, liaisons with stores and community contacts, maintains educational materials and files		Car seat technicians work well together to ensure strong communication with each other, clients, other CSTs, and merchants. Certifications are still in place. CSTs updated protocols	
<b>Outreach</b>	<b>Community Outreach Coordinator:</b> Promote program awareness and positive pregnancy alternatives in community; recruit and train volunteers		Secures and coordinates speaking engagements at area churches and has had groups come in for tours of facility. Participates in Community Connect activities and fairs. Highly visible at this year's county fair, with great feedback from community	
<b>Outreach</b>	<b>Public Relations Coordinator:</b> advertise locally		Bus and bench advertisements in place. Outreach goals in place.	

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<b>Outreach</b>	<b>Regional Resource/Educational Coordinator:</b> program evaluation; goal development; plan implementation; liaison with community resources; maintains resources in files; makes purchases; train mentoring volunteers		<ul style="list-style-type: none"> <li>Presented life coaching program to statewide conference of Birthright representatives</li> <li>On-going revision of education program materials</li> <li>CPR classes well received due to greater community awareness—this continues</li> <li>Participates in Community Connect Activities</li> </ul>	
<b>Car Seat Program</b>	Assess client need; provide instruction by a Certified Car Seat Instruction; offer voucher for car seat	15	Program running smoothly. More women are taking the time to come in for post evaluations (12 this quarter), resulting in safer car seat use	21
<b>Crib Distribution/Sleep Safety Education</b>	Assess client need; refer to Public Health for education; provide voucher for safe sleep furniture to those who complete education	36	Crib program is running smoothly and numbers are strong. Public Health staff communicate well with us. Upsurge in the Hispanic population numbers, which reflects greater participation from Todd county	40
<b>Life-Skills Education Program</b>	Assess client need; provide life-skills education or make referral; offer incentives	3	CPR—one of the participants said her child had recently choked on an olive—she took the class because she wanted to be prepared and was surprised to find out she had earned a Target card!	2
<b>Material Support</b>	Provide public health nurses and ob staff with layettes to pass on to new moms	24	Program continues to be well-received by hospital, and public health staff have come to get some as well.	27
<b>Nutrition</b>	Assess client need; provide nutrition education or referral; offer incentives	2	Breastfeeding program. We had two others scheduled the last week in September, but one got sick and the other thought she was going into labor. These were rescheduled	2

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<b>Parenting Education</b>	Assess client needs; provide parenting education; offer incentives	3	Parenting programs on discipline seemed to be popular.	4
<b>Pregnancy Education</b>	Assess client needs; provide pregnancy education; offer incentives	2	Clients received education on fetal development. One of the parents was spell-bound by the presentation. She learned a lot about the beginning of pregnancy. Other topics were bonding with your baby and the second trimester	3
<b>Provide Necessary Services Assessments Only</b>	Staff provides clients only intake assessments, information on, referral to and assistance with securing necessary services	45	Staff continues to provide clients with information and referrals.	49
<b>Transportation</b>	Provide gas cards to enable participation in programs	10	<i>See challenges #1</i>	4

<b>Maternal and Child Health Initiative Task Force Strategies</b>	<b>No.</b>
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	21
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	4
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	1
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	1
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	40

<b>Maternal and Child Health Initiative Task Force Strategies</b>	No.
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	0

**Challenges #1: Most women were local and did not qualify for a gas card**